

The requirement to obtain advance written consent before membership organizations can send fax messages to members, would impose an unreasonable and arbitrary restriction on the ability of membership organizations to effectively communicate with members. Broadcast faxing is a fast, efficient and effective way to communicate with members on topics of interest and concern to them as well as the organization. The rule should allow membership organizations to fax messages to members with the caveat that any member may request that he/she not receive such messages.